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In re Application of: Spencer A. Rathus, et al.

Serial No.: TO BE ASSIGNED

Group Art Unit: TBA

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Examiner: TBA

For: METHOD AND APPARATUS FOR
ACCESSING ELECTRONIC DATA
VIA A FAMILIAR PRINTED MEDIUM

Atty. Doc. No.: 660-025

Honorable Commissioner of Patents and Trademarks
Washington, D.C. 20231

SUPPLEMENTAL PRELIMINARY AMENDMENT

Prior to substantive review of the subject application,
please amend as follows:

IN THE CLAIMS

Please cancel claims 1-167. Please add the following new
claims:

168. A system for displaying programming to a user, the system
comprising:

a printed real estate listing having at least one
machine recognizable feature;

a feature recognition unit having associated therewith
a means for recognizing said feature and a means
for transmitting a coded signal in response to the

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recognition of said feature;

an intelligent controller having associated therewith a means for accessing said programming material in response to receiving said coded signal; and a display unit for presenting said programming material.

169. A system as defined in claim 168 wherein said printed real estate listing comprises a listing for residential property.

170. A system as defined in claim 168 wherein said printed real estate listing comprises a listing for commercial property.

171. A system as defined in claim 168 wherein said at least one machine recognizable feature has associated therewith a data link which is recognized by said feature recognition unit.

172. A system as defined in claim 171 wherein said data link comprises an image data link.

173. A system as defined in claim 171 wherein said data link

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comprises a video data link.

174. A system as defined in claim 171 wherein said data link comprises a programming data link.

175. A system as defined in claim 171 wherein said data link comprises a sound data link.

176. A system as defined in claim 171 wherein said data link comprises an online data link.

177. A system as defined in claim 171 wherein said data link comprises an online shopping data link.

178. A system as defined in claim 171 wherein said data link comprises a pictorial data link.

179. A system as defined in claim 171 wherein said data link comprises an electronic data link.

180. A system as defined in claim 171 wherein said data link

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comprises an electronic media link.

181. A system as defined in claim 171 wherein said data link comprises an "information superhighway" data link.

182. A system as defined in claim 181 wherein said "information superhighway" data link comprises the internet.

183. A system as defined in claim 181 wherein said "information superhighway" data link comprises the world wide web.

184. A system as defined in claim 181 wherein said "information superhighway" data link comprises a computer network.

185. A system as defined in claim 181 wherein said "information superhighway" data link comprises an ISDN network.

186. A system as defined in claim 181 wherein said "information superhighway" data link comprises a telephone line.

187. A system as defined in claim 181 wherein said "information

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superhighway" data link comprises a CATV line.

188. A system as defined in claim 181 wherein said "information superhighway" data link comprises a local area network.

189. A system as defined in claim 181 wherein said "information superhighway" data link comprises a wide area network.

190. A system as defined in claim 181 wherein said "information superhighway" data link comprises a data communications network.

191. A system as defined in claim 181 wherein said "information superhighway" data link comprises an Internet Product Service Directory.

192. A system as defined in claim 181 wherein said "information superhighway" data link comprises a globally based digital communications network.

193. A system as defined in claim 181 wherein said "information

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superhighway" data link comprises a wireless network link.

194. A system as defined in claim 181 wherein said "information superhighway" data link comprises a Wireless Application Protocol internet.

195. A system as defined in claim 181 wherein said "information superhighway" data link comprises an ethernet network.

196. A system as defined in claim 181 wherein said "information superhighway" data link comprises a RF cellular network.

197. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a bar code.

198. A system as defined in claim 197 wherein said bar code comprises a Universal Product Code.

199. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible bar code.

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200. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic code.

201. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a printed character.

202. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a symbol.

203. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a pictorial icon.

204. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible indicia.

205. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a two-dimensional figure.

206. A system as defined in claim 168 wherein said at least one

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machine recognizable feature comprises an icon.

207. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible icon.

208. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a watermark.

209. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an invisible watermark.

210. A system as defined in claim 209 wherein said invisible watermark comprises a digital watermark.

211. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a series of alphanumeric characters.

212. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a binary code.

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213. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a digital watermark.

214. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a magnetic strip.

215. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a code.

216. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping product code.

217. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping product code.

218. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an online shopping service code.

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219. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a home shopping service code.

220. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises an analog pattern.

221. A system as defined in claim 168 wherein said at least one machine recognizable feature comprises a hieroglyphic character.

222. A system as defined in claim in 168 wherein said programming material comprises information.

223. A system as defined in claim 222 wherein said information comprises information about a property.

224. A system as defined in claim 222 wherein said information comprises regulations regarding the purchase of real estate.

225. A system as defined in claim 222 wherein said information

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comprises property locale information.

226. A system as defined in claim 226 wherein said property locale information comprises dining information.

227. A system as defined in claim 226 wherein said property locale information comprises weather pattern information.

228. A system as defined in claim 226 wherein said property locale information comprises accommodations information.

229. A system as defined in claim 226 wherein said property locale information comprises health care facility information.

230. A system as defined in claim 226 wherein said property locale information comprises employment information.

231. A system as defined in claim 226 wherein said property locale information comprises demographics information.

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232. A system as defined in claim 226 wherein said property locale information comprises legal information.
233. A system as defined in claim 222 wherein said information comprises directions to a property.
234. A system as defined in claim 222 wherein said information comprises floor plans of a property.
235. A system as defined in claim 222 wherein said information comprises real estate agent information.
236. A system as defined in claim 222 wherein said information comprises information to be disclosed to the parties of a real estate transaction.
237. A system as defined in claim 222 wherein said information comprises property rental information.
238. A system as defined in claim 222 wherein said information comprises photographs of a property.

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239. A system as defined in claim 222 wherein said information comprises mortgage information.

240. A system as defined in claim 222 wherein said information comprises moving company information.

241. A system as defined in claim in 168 wherein said programming material comprises a service.

242. A system as defined in claim 241 wherein said service includes displaying promotional programming on said display unit of said user.

243. A system as defined in claim 241 wherein said service includes a communication link with said user and another party.

244. A system as defined in claim 241 wherein said service includes conducting an interaction with said user via a telephone.

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245. A system as defined in claim 241 wherein said service includes conducting an interaction between a plurality of users via an online communication chat link.
246. A system as defined in claim 245 wherein said communication link comprises an interaction with a real estate agent regarding said printed real estate listing.
247. A system as defined in claim 245 wherein said communication link comprises an interaction with a real estate agent regarding comparable real estate listings.
248. A system as defined in claim 245 wherein said communication link comprises an interaction between a user and an owner of a property associated with said printed real estate listing.
249. A system as defined in claim 245 wherein said communication link comprises an interaction between a user and an attorney regarding said printed real estate listing.
250. A system as defined in claim 245 wherein said communication

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link comprises a global positioning system for locating a property.

251. A system as defined in claim 245 wherein said communication link comprises an interaction between a user and a plurality of mortgage brokers.

252. A system as defined in claim 245 wherein said communication link comprises an interaction between a user and a plurality of moving companies.

253. A system as defined in claim 241 wherein said service includes a mortgage calculator.

254. A system as defined in claim 241 wherein said service includes applying for a plurality of mortgages.

255. A system as defined in claim 241 wherein said service includes hiring a moving company.

256. A system as defined in claim 168 wherein said display unit

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comprises a personal computer.

257. A system as defined in claim 256 wherein said personal computer comprises a laptop computer.

258. A system as defined in claim 168 wherein said display unit comprises a television.

259. A system as defined in claim 168 wherein said display unit comprises a device containing a microprocessor.

260. A system as defined in claim 259 wherein said device containing a microprocessor is hand-held.

261. A system as defined in claim 259 wherein said device containing a microprocessor is portable.

262. A system as defined in claim 168 wherein said display unit comprises a personal digital planner.

263. A system as defined in claim 168 wherein said display unit

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comprises an internet appliance.

264. A system as defined in claim 168 wherein said display unit comprises a cellular telephone.

265. A system as defined in claim 168 wherein said display unit comprises a wireless communication device.

266. A system as defined in claim 168 wherein said display unit comprises a simulated book.

267. A system as defined in claim 168 wherein said display unit comprises an intelligent terminal.

268. A system as defined in claim 168 wherein said display unit comprises a web-based television.

269. A system as defined in claim 168 wherein said display unit comprises a pager.

270. A system as defined in claim 168 wherein said display unit

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comprises an Internet-enabled telephone.

271. A system as defined in claim 168 wherein said recognition unit is selected from a group consisting of a hand-held unit, a scanner, a bar code scanner, an optical code reader, an optical reader, a personal camera, a personal computer reader, a digital camera, a digital mouse and an optical mouse.

272. A system as defined in claim 271 wherein said recognition unit is linked to a personal computer.

273. A system as defined in claim 271 wherein said recognition unit is linked to a wireless interface.

274. A system as defined in claim 273 wherein said wireless interface comprises a wireless network.

275. A system as defined in claim 274 wherein said wireless network comprises a cellular network.

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276. A system as defined in claim 273 wherein said wireless interface comprises a cellular telephone.

277. A system as defined in claim 273 wherein said wireless interface comprises a pager.

278. A system as defined in claim 273 wherein said wireless interface comprises a wireless personal computer.

279. A system as defined in claim 273 wherein said wireless interface comprises a personal digital assistant.

280. A system as defined in claim 271 wherein said recognition unit is linked to a personal digital assistant.

281. A system as defined in claim 271 wherein said recognition unit is linked to an Internet appliance.

282. A system as defined in claim 271 wherein said recognition unit is linked to a television set.

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283. A system as defined in claim 271 wherein said recognition unit comprises a portion of a cellular telephone.

284. A system as defined in claim 271 wherein said recognition unit comprises a portion of a personal digital assistant.

285. A system as defined in claim 271 wherein said recognition unit comprises a portion of a remote control unit.

286. A system as defined in claim 271 wherein said recognition unit comprises a portion of a handwriting implement.

287. A method of providing a user access to programming material, comprising the steps of:

imprinting a machine recognizable feature within a

printed real estate listing;

scanning said machine recognizable feature of said

printed real estate listing; and

transmitting data associated with said machine

recognizable feature via a communication link to

access said programming material, wherein said

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programming material is related to said printed
real estate listing.

288. The method of claim 287 wherein said communication link
includes the Internet.

289. The method of claim 287 wherein said machine recognizable
feature is selected from a group consisting of bar code,
universal product code, invisible bar code, magnetic code,
printed character, symbol, icon, invisible indicia, two-
dimensional figure, icon, invisible icon, watermark,
invisible watermark, digital watermark, series of
alphanumeric characters, binary code, digital watermark,
magnetic strip, code, analog pattern, and hieroglyphic
character.

290. A method of providing a user access to supplemental
programming material associated with a printed real estate
listing, comprising the steps of:

imprinting a machine recognizable feature within said
printed real estate listing wherein said machine

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recognizable feature has associated therewith a
command sequence for accessing programming
material;

scanning said machine recognizable feature within said
printed real estate listing and downloading data
indicative of said machine recognizable feature
via the Internet to a remote server;

accessing programming material from said remote server;

and

transmitting said programming material to said user
allowing said user to perceive said programming
material in a humanly perceivable form, wherein
said programming material is related to said
printed real estate listing.

291. The method of claim 290 wherein said programming material
comprises multimedia.

292. The method of claim 290 wherein said machine recognizable
feature is selected from a group consisting of a bar code, a
universal product code, invisible bar code, magnetic code,

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printed character, symbol, icon, invisible indicia, two-dimensional figure, icon, invisible icon, watermark, invisible watermark, digital watermark, series of alphanumeric characters, binary code, digital watermark, magnetic strip, code, analog pattern, and hieroglyphic character.

1. A method of generating a digital watermark, comprising:
2. receiving a digital image;
3. converting the digital image into a binary code;
4. inserting the binary code into the digital image;
5. outputting the digital image with the digital watermark.

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REMARKS

Applicant respectfully submits that claims 168-292 represent a patentable contribution to the art and the application is believed to be in good condition for allowance. Early and favorable action is respectfully requested.

Respectfully submitted,

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